



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/12 thru 09/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Sep 12, 2008

NATIONAL SUMMARY

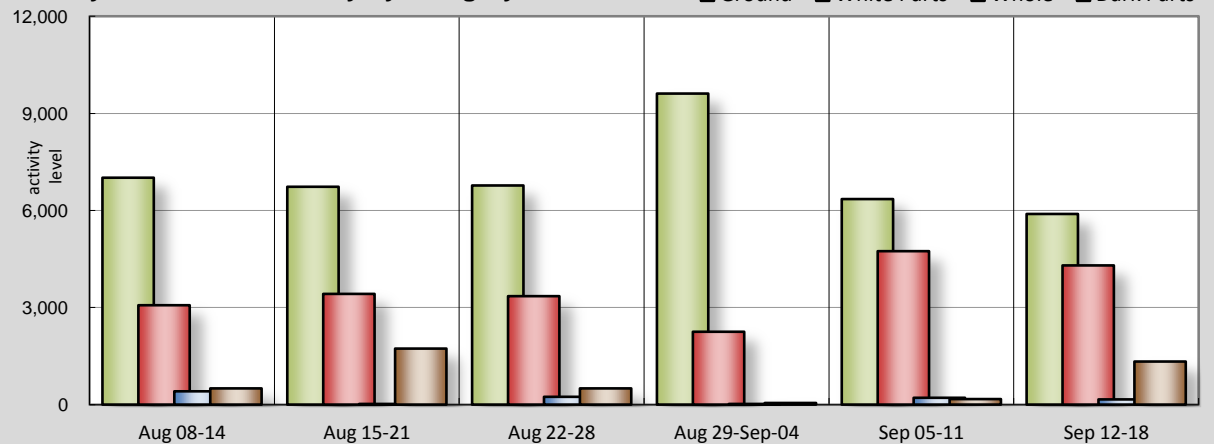
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	44.1% of 18,000 outlets		38.9% of 18,000 outlets		53.4% of 17,000 outlets	
Special Rate ^{4/}	5.5%		8.2%		4.6%	
Activity Index ^{2/}	12,450		11,900		15,370	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	60	1.17	90	1.63	150	1.08
" - Toms					10	1.28
Frozen - Hens	90	0.98	120	0.99	270	1.23
" - Toms	10	0.89			270	1.24
PARTS:						
Breast:						
Bone-in, whole						
Fresh	450	2.53	460	2.78	960	1.77
Frozen	1,590	1.60	490	1.62	930	1.69
Hotel Style						
Fresh			300	0.99	200	1.30
Frozen					120	1.39
Split, bone-in						
Fresh			70	2.69	310	1.99
Rotisserie	950	7.83	1,790	8.12	850	7.16
Boneless, whole						
Cutlets	700	4.40	1,230	4.62	780	4.02
Cutlets, thin sliced	250	4.99	10	3.49	360	4.27
Strips	20	3.59	20	4.99	250	3.69
Tenders	320	4.76	210	4.78	710	3.87
Marinated Tenders	500	3.93	190	4.20	1,400	3.73
GROUND TURKEY:						
Drumsticks	350	1.44	70	1.61	90	1.33
Thighs					70	1.46
Wings	340	1.43	70	1.61	70	1.25
Necks	150	1.21	10	1.34		
Smoked Drumsticks	180	1.73	10	1.88	140	2.31
Smoked Wings	160	1.68	10	1.88	10	2.49
Smoked Necks	150	1.69				
Patties	420	2.74	810	2.72	1,310	2.52
Sausage	1,170	2.52	930	2.41	920	2.72
85% lean	550	2.07	430	1.90	630	1.90
93% lean	1,730	2.63	2,990	2.47	3,040	2.16
Breast	2,020	4.36	1,190	4.47	1,140	3.74
Rolls (frsh/frz 1 lb.)	270	1.53	240	1.65	110	1.29

Note: rolls not included in ground fresh ground turkey total and weighted average.

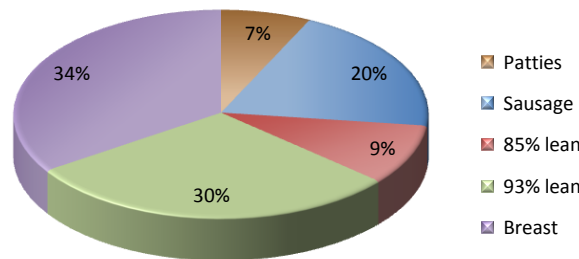
This Week's Turkey Feature Highlights

The feature rate is higher as more grocers promote turkey. Offers on fresh and frozen whole turkeys are light. Fresh bone-in breast features are more attractive this week due to some very competitive prices in the Central Region. Frozen bone-in breasts are more available and prices trend unchanged. Fewer rotisserie breast are offered and average prices are lower. Offers increase on tenders and marinated tenders, but retreat on other boneless white meat cuts. Dark parts are heavily promoted and competitively priced, especially in the Eastern Region. Offers on ground turkey continue to retreat. Ground breast meat is the most popular item, followed by 93% lean. Prices are lower on ground breast, higher on all other grinds. Severe weather patterns continue to affect business in some areas.

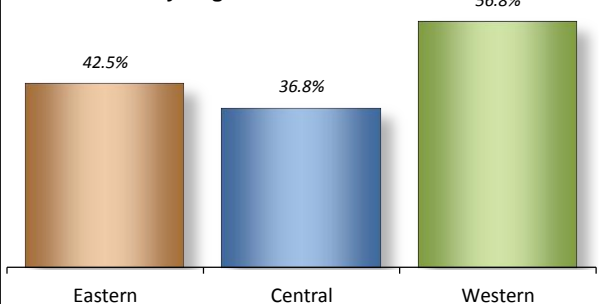
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/}	42.5% of 8,100 sampled outlets			36.8% of 5,650 sampled outlets			56.8% of 4,250 sampled outlets		
Special Rate ^{4/}	8.1% of stores w/ no-price promotions			5.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 6,810			Activity Index = 2,460			Activity Index = 2,910		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	1.17	60	1.17						
" - Toms									
Frozen - Hens				0.89 - 0.99	90	0.98			
" - Toms				0.89	10	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	440	2.53	2.48	10	2.48			
Frozen	0.99 - 1.89	910	1.52	1.17 - 2.19	520	1.63	1.79 - 1.99	160	1.96
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 9.99	380	8.23	7.99 - 8.99	30	8.70	6.99 - 8.99	540	7.50
Boneless, whole	3.99 - 4.59	20	4.36						
Cutlets	3.99 - 4.99	650	4.43	3.59 - 4.98	50	4.06			
Cutlets, thin sliced	4.99	250	4.99						
Strips				3.59	20	3.59			
Tenders	4.69 - 4.99	290	4.82	3.59 - 4.98	30	4.08			
Marinated Tenders	3.72 - 4.26	440	3.96	3.67 - 3.73	60	3.72			
Drumsticks	1.19 - 1.69	270	1.43				1.29 - 1.49	80	1.47
Thighs									
Wings	1.19 - 1.69	260	1.42				1.29 - 1.49	80	1.47
Necks	1.19 - 1.59	150	1.21						
Smoked Drumsticks	1.69	150	1.69	1.49 - 2.08	30	1.94			
Smoked Wings	1.69	150	1.69	1.49	10	1.49			
Smoked Necks	1.69	150	1.69						
GROUND TURKEY:									
Patties	2.69 - 2.99	240	2.83	2.49 - 3.00	150	2.54	2.99	30	2.99
Sausage	1.99 - 2.79	580	2.42	1.64 - 2.87	290	2.35	2.87 - 2.99	300	2.88
85% lean	1.38 - 2.30	160	1.98	1.29 - 2.29	390	2.11			
93% lean	1.53 - 3.49	530	2.46	2.00 - 3.49	560	2.61	2.39 - 3.20	640	2.79
Breast (99-100% lean)	3.83 - 4.99	730	4.51	2.80 - 4.39	210	3.69	3.99 - 4.79	1,080	4.39
Rolls (frsh/frz 1 lb.)	0.99 - 1.50	100	1.42	1.09 - 1.66	130	1.62	1.50	40	1.50